

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Bluford Communications Magnet PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

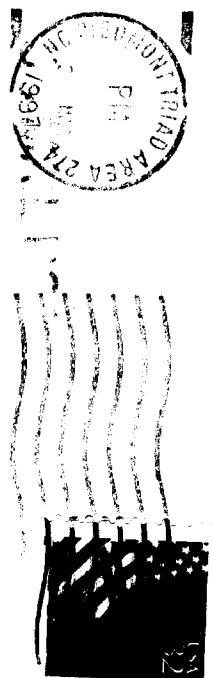
*Meg McFarland*

Greensboro, North Carolina

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1004 Somerset Pl  
Greenboro NC 27410



NOV 28 1997

Chairman Reed Hundt  
& FCC Commissioners  
c/o Federal Communications Comm.  
1919 M Street NW, Room 222  
Washington D.C. 20554

## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the BFA Fair-Fax PTBA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Gary A. Middleton

Your Name  
Town, State

Fair Fax VT 05454

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## **SAMPLE LETTER TO THE FCC**

*Your letter must be received by April 8, 1997*

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the ~~B.F.A.~~ P.T.S.A. (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

*Elaine M. Delaine*  
*Faust, Vermont 05454*

# SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Kingsley (local) council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Shirlyn Leonard*

Your Name  
Town, State

*100 Emory Lane  
Kingsport, TN 37660*

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# SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

*SiouxFalls, S Dak*

I am (we are) writing on behalf of the National PTA and the Bancroft (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

*Jann Lund*  
*SiouxFalls, S Dak*

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
191 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for our opportunity to comment on a matter so important to our children and families.

Sincerely,

*Meredolyn Petty*

Portland, Texas

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
191 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary P.T.A. thanks you for an opportunity to comment on this important to our children and families.

Sincerely,

*Patricia Ballard*  
Portland, Texas

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1975 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

*David and Jena Harris*

Portland, Texas

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
191 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

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- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for an opportunity to comment on an issue so important to our children and families.

Sincerely,

*Marlene & Wayne Stewart*

Portland, Texas

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
191 M Street N.W., Room 222  
Washington, DC 20554

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Chairman Hundt and Commissioners:

FCC CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
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- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for our opportunity to comment on this important to our children and families.

Sincerely,

*Lisa Maria*  
Portland, Texas  
78374

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1975 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

*Jimmy & Jennifer Manning*

Portland, Texas

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1900 M Street N.W., Room 222  
Washington, DC 20554

LOOSELY HANDLED PERSONAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
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- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Chuck, Laura Canwell  
Portland, Texas

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March 25, 1997

Dear Mr. Hunt + Commissioners,  
Re: CS Docket No 97-55, FCC 97-34

I am writing on behalf of the PTA and Enoch Elementary School to voice my opposition to the V-Chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group - 1-17-97. This does not give me the information I need as a parent, to decide which shows my kids should watch. Although I believe that most of what is on T.V. is unfit for adults as well, at the very least, instead, I request the following suggestions and rating system:

\* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language).

\* That the FCC require a V-Chip band broad enough that would allow parents to receive more than one rating system.

\* That the rating icon on the TV screen be made larger, more prominently placed

on the screen, and appear more frequently during the course of a program.

\* That the rating board be independent of the industry and the FCC and that it include parents in decision making.

\* That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Mr. Hundt, children are our future and whether you or others have children in the home at this time, it is everyone's responsibility to act in their behalf, in raising them to be the best and most productive adults they can be. We want our kids to be contributors to a more positive society, and the influences they feel through TV and media is just one way that can either help or harm them.

Thank you for reading this letter.

Sincerely,

Lauri Sherratt

Enoch, Utah

ORIGINAL COPY ORIGINAL

March 22, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Grundy Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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The FCC, by law, is required to determine



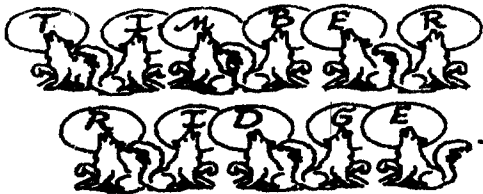
whether the industry rating system has met statutory requirements of the Communications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system.

I feel the FCC should not accept a rating system that does not include content information about programs such as V (Violence), S (Sexual depictions and nudity) and L (for language); that the FCC require a V-chip have broad enough that would allow parents to receive more than an rating system; that the rating can on the TV screen be made more larger, more prominently placed on the screen, and appear more frequently during the course of the program.

Thank you for this opportunity to comment on an issue so important to children and families. Especially since our children today watch more TV and are unopposed at times.

Sincerely,

Robert M. Lewis  
Humboldt Center, Iowa



5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

**PTA**

March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554  
e-mail address: vchip@fcc.gov

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

Mar 28 '97

RECEIVED

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

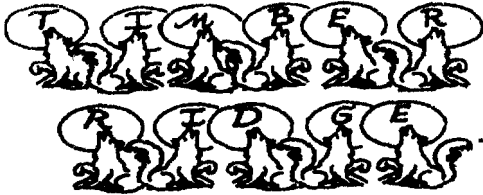
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Don and Holly Anderson*

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

**PTA**

March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554  
e-mail address: vchip@fcc.gov

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

MAR 28 '97

RECEIVED

RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Carol Cook Kaerner*

4207 Kenwood Court  
Marietta Ga 30062

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March 18, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the local PTA chapter at Dr. W.J. Creel Elementary School in Melbourne, Florida, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Vicki Hector*  
Vicki Hector  
Melbourne, Florida

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*In this world today it is increasingly difficult to teach our children right from wrong. Many social forces compete with us as we try to guide our children in the right direction. We are asking your help - to allow us the information necessary to guide our*

March 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Franklin Twp PTA of Warren County, NJ to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mrs. Susan Fisher  
Phillipsburg, NJ*

March 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Franklin Twp PTA of Warren County, NJ to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Karen J. Rymon*  
*Broadway, N.J.*

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Bluford Communications Magnet PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Janet Steelman*

Greensboro, North Carolina



Janet Steelman  
1102 Monticello St.  
Greensboro, NC 27410-3642

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW Room 222  
Washington DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and Rapid Valley PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The Rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, US News and World Report and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language).

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.

That the rating board be independent of the industry and the FCC and that it include parents.

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this issue that is so important to children and families.

Sincerely,

*Robin Bush*

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Oak Grove Elementary School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Cynthia L. Wilkerson*  
*Parent*

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